



WXYZ

ORDER

Print Date 10/06/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision **310839 /**

Original Date / Revision
09/12/12 10/05/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product
CARE for Michigan

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1287**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$42,330.00	\$49,800.00	0.00	10/01/12	10/28/12	25	\$42,330.00	\$49,800.00
November 2012	5	\$22,185.00	\$26,100.00	0.00	10/29/12	10/29/12	5	\$22,185.00	\$26,100.00
Totals	30	\$64,515.00	\$75,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/23/12	10/29/12	5am News M-F 5am News M-F	CM	5-6am M-F	11-1---	:30	3	\$700.00	FX	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11-1---	3		\$700.00		0.00						
N 2	WXYZ	10/24/12	10/26/12	6am News M-F Action News 6am	CM	6-7am M-F	--1-1--	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	--1-1--	2		\$1,500.00		0.00						
N 3	WXYZ	10/23/12	10/29/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00

Totals	30	\$75,900.00
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